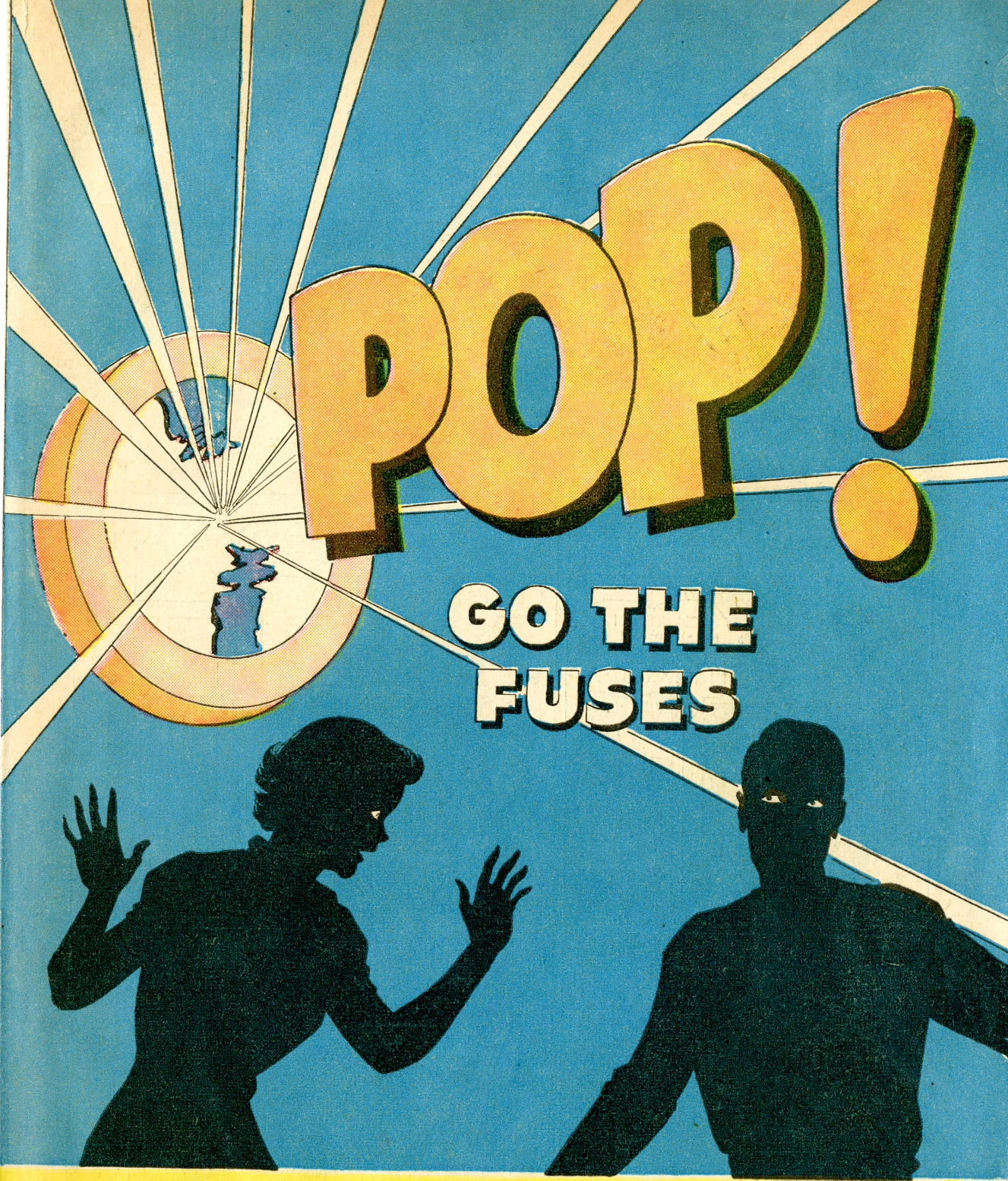
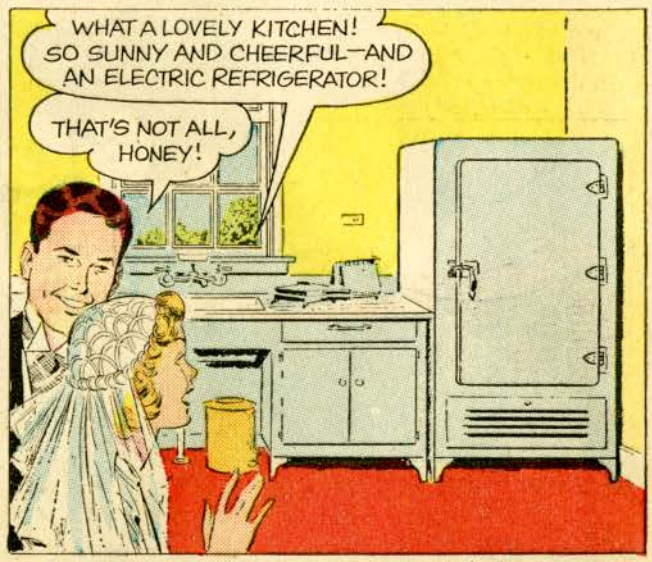


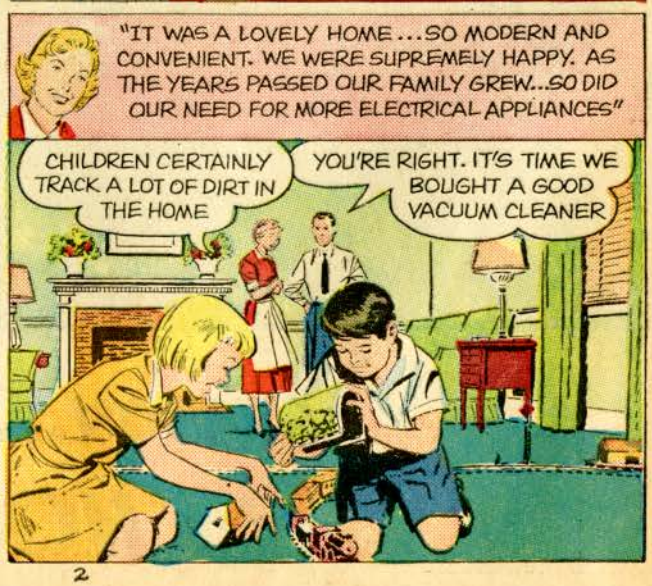

**REASON...**

**LOW HOUSEPOWER**

Trade Mark

YOU HAVE BEEN TRADITIONALLY CARRIED ACROSS THE THRESHOLD, MRS. STEPHENS. HOW DO YOU LIKE YOUR NEW HOME?
OH, JOHN, IT'S BEAUTIFUL! I'M THE LUCKIEST GIRL IN THE WORLD!




"IT WAS A LOVELY HOME ... SO MODERN AND CONVENIENT. WE WERE SUPREMELY HAPPY. AS THE YEARS PASSED OUR FAMILY GREW...SO DID OUR NEED FOR MORE ELECTRICAL APPLIANCES"
CHILDREN CERTAINLY TRACK A LOT OF DIRT IN THE HOME
YOU'RE RIGHT. IT'S TIME WE BOUGHT A GOOD VACUUM CLEANER

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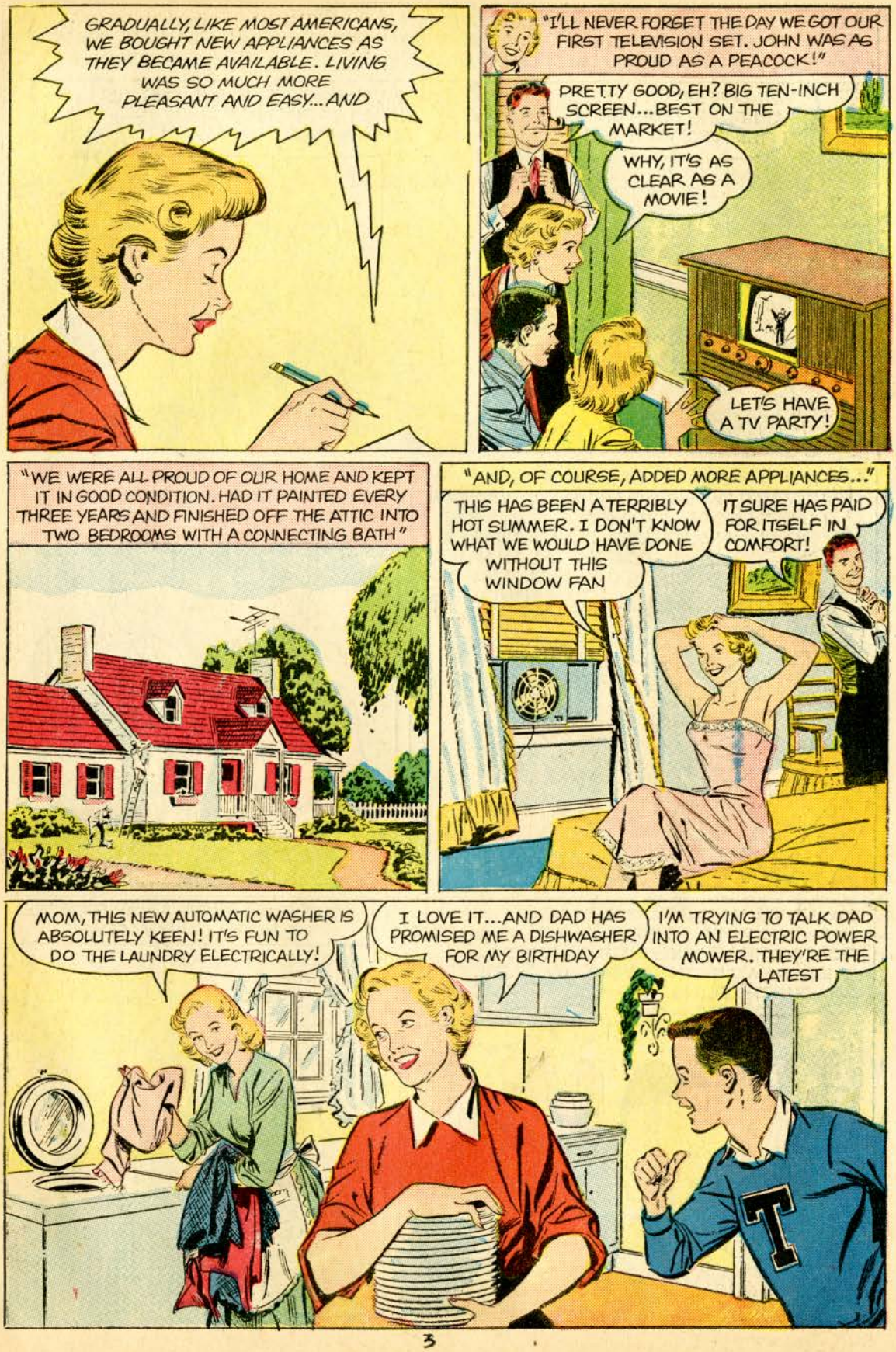
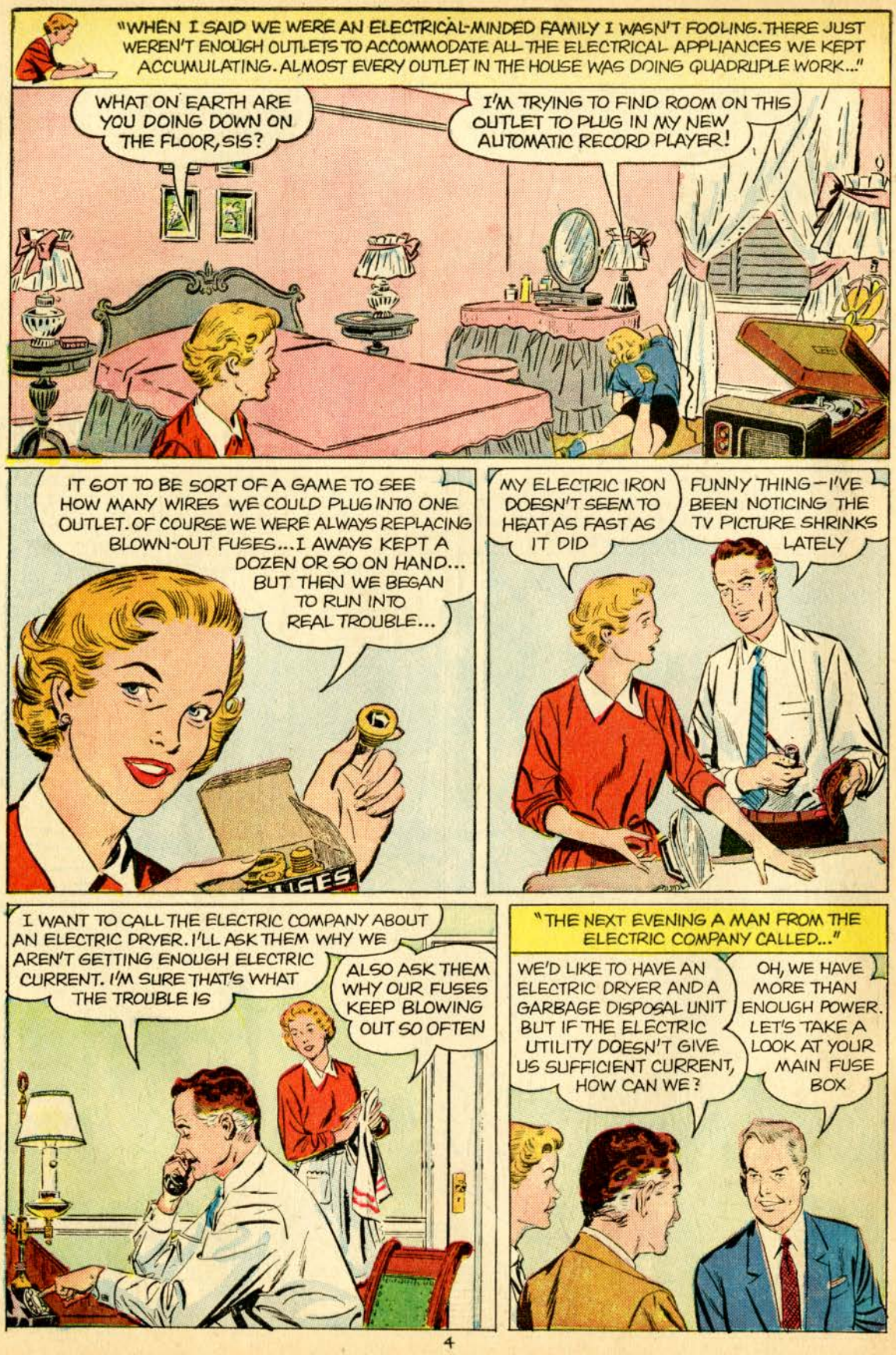
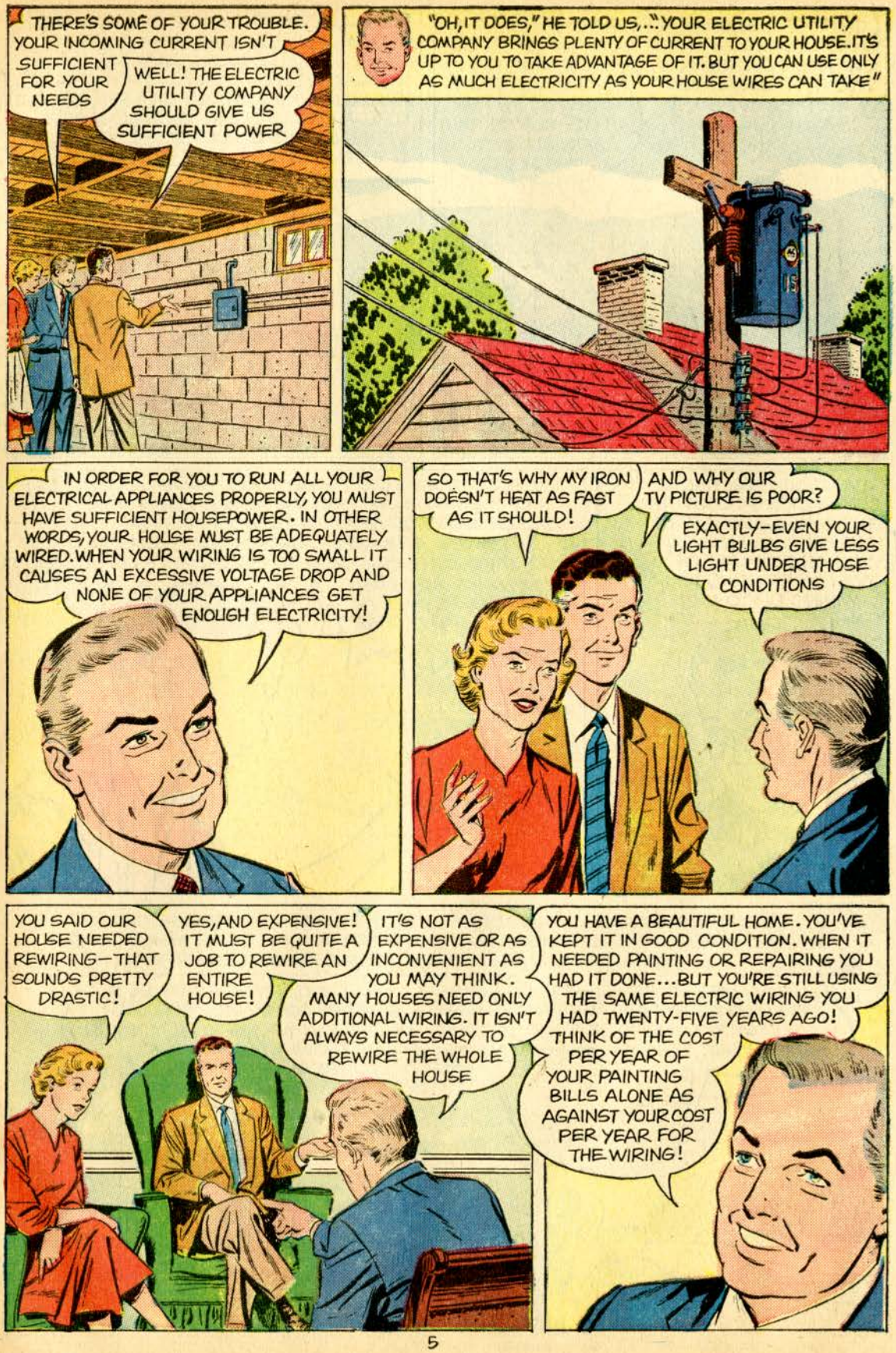

GRADUALLY, LIKE MOST AMERICANS, WE BOUGHT NEW APPLIANCES AS THEY BECAME AVAILABLE. LIVING WAS SO MUCH MORE PLEASANT AND EASY... AND
"I'LL NEVER FORGET THE DAY WE GOT OUR FIRST TELEVISION SET. JOHN WAS AS PROUD AS A PEACOCK!"
PRETTY GOOD, EH? BIG TEN-INCH SCREEN... BEST ON THE MARKET!
WHY, IT'S AS CLEAR AS A MOVIE!
LET'S HAVE A TV PARTY!
"WE WERE ALL PROUD OF OUR HOME AND KEPT IT IN GOOD CONDITION. HAD IT PAINTED EVERY THREE YEARS AND FINISHED OFF THE ATTIC INTO TWO BEDROOMS WITH A CONNECTING BATH"
"AND, OF COURSE, ADDED MORE APPLIANCES..."
THIS HAS BEEN A TERRIBLY HOT SUMMER. I DON'T KNOW WHAT WE WOULD HAVE DONE WITHOUT THIS WINDOW FAN
IT SURE HAS PAID FOR ITSELF IN COMFORT!
MOM, THIS NEW AUTOMATIC WASHER IS ABSOLUTELY KEEN! IT'S FUN TO DO THE LAUNDRY ELECTRICALLY!
I LOVE IT... AND DAD HAS PROMISED ME A DISHWASHER FOR MY BIRTHDAY
I'M TRYING TO TALK DAD INTO AN ELECTRIC POWER MOWER. THEY'RE THE LATEST


"WHEN I SAID WE WERE AN ELECTRICAL-MINDED FAMILY I WASN'T FOOLING. THERE JUST WEREN'T ENOUGH OUTLETS TO ACCOMMODATE ALL THE ELECTRICAL APPLIANCES WE KEPT ACCUMULATING. ALMOST EVERY OUTLET IN THE HOUSE WAS DOING QUADRUPLE WORK..."
WHAT ON EARTH ARE YOU DOING DOWN ON THE FLOOR, SIS?
I'M TRYING TO FIND ROOM ON THIS OUTLET TO PLUG IN MY NEW AUTOMATIC RECORD PLAYER!
IT GOT TO BE SORT OF A GAME TO SEE HOW MANY WIRES WE COULD PLUG INTO ONE OUTLET. OF COURSE WE WERE ALWAYS REPLACING BLOWN-OUT FUSES... I AWAYS KEPT A DOZEN OR SO ON HAND... BUT THEN WE BEGAN TO RUN INTO REAL TROUBLE...
FUSES
MY ELECTRIC IRON DOESN'T SEEM TO HEAT AS FAST AS IT DID
FUNNY THING—I'VE BEEN NOTICING THE TV PICTURE SHRINKS LATELY
I WANT TO CALL THE ELECTRIC COMPANY ABOUT AN ELECTRIC DRYER. I'LL ASK THEM WHY WE AREN'T GETTING ENOUGH ELECTRIC CURRENT. I'M SURE THAT'S WHAT THE TROUBLE IS
ALSO ASK THEM WHY OUR FUSES KEEP BLOWING OUT SO OFTEN
"THE NEXT EVENING A MAN FROM THE ELECTRIC COMPANY CALLED..."
WE'D LIKE TO HAVE AN ELECTRIC DRYER AND A GARBAGE DISPOSAL UNIT BUT IF THE ELECTRIC UTILITY DOESN'T GIVE US SUFFICIENT CURRENT, HOW CAN WE?
OH, WE HAVE MORE THAN ENOUGH POWER. LET'S TAKE A LOOK AT YOUR MAIN FUSE BOX


THERE'S SOME OF YOUR TROUBLE. YOUR INCOMING CURRENT ISN'T SUFFICIENT FOR YOUR NEEDS
WELL! THE ELECTRIC UTILITY COMPANY SHOULD GIVE US SUFFICIENT POWER
"OH, IT DOES," HE TOLD US,.. "YOUR ELECTRIC UTILITY COMPANY BRINGS PLENTY OF CURRENT TO YOUR HOUSE. IT'S UP TO YOU TO TAKE ADVANTAGE OF IT. BUT YOU CAN USE ONLY AS MUCH ELECTRICITY AS YOUR HOUSE WIRES CAN TAKE"
IN ORDER FOR YOU TO RUN ALL YOUR ELECTRICAL APPLIANCES PROPERLY, YOU MUST HAVE SUFFICIENT HOUSEPOWER. IN OTHER WORDS, YOUR HOUSE MUST BE ADEQUATELY WIRED. WHEN YOUR WIRING IS TOO SMALL IT CAUSES AN EXCESSIVE VOLTAGE DROP AND NONE OF YOUR APPLIANCES GET ENOUGH ELECTRICITY!
SO THAT'S WHY MY IRON DOESN'T HEAT AS FAST AS IT SHOULD!
AND WHY OUR TV PICTURE IS POOR?
EXACTLY—EVEN YOUR LIGHT BULBS GIVE LESS LIGHT UNDER THOSE CONDITIONS
YOU SAID OUR HOUSE NEEDED REWIRING—THAT SOUNDS PRETTY DRASTIC!
YES, AND EXPENSIVE! IT MUST BE QUITE A JOB TO REWIRE AN ENTIRE HOUSE!
IT'S NOT AS EXPENSIVE OR AS INCONVENIENT AS YOU MAY THINK. MANY HOUSES NEED ONLY ADDITIONAL WIRING. IT ISN'T ALWAYS NECESSARY TO REWIRE THE WHOLE HOUSE
YOU HAVE A BEAUTIFUL HOME. YOU'VE KEPT IT IN GOOD CONDITION. WHEN IT NEEDED PAINTING OR REPAIRING YOU HAD IT DONE... BUT YOU'RE STILL USING THE SAME ELECTRIC WIRING YOU HAD TWENTY-FIVE YEARS AGO! THINK OF THE COST PER YEAR OF YOUR PAINTING BILLS ALONE AS AGAINST YOUR COST PER YEAR FOR THE WIRING!

THINK OF THE MANY ELECTRICAL APPLIANCES YOU HAVE TODAY AND HOW FEW YOU HAD TWENTY-FIVE OR EVEN TEN YEARS AGO
THAT'S TRUE. WE STARTED OUT WITH JUST TWO OR THREE—NOW WE HAVE THEM ALL OVER THE HOUSE
YOU BLAME THE APPLIANCES FOR NOT WORKING PROPERLY WHEN ACTUALLY IT'S INADEQUATE WIRING...LOW HOUSEPOWER...THAT'S AT FAULT. WHY, OUR SURVEYS SHOW FOUR OUT OF FIVE HOUSES ARE INADEQUATELY WIRED FOR THEIR PRESENT LOAD, AND ONLY ONE IN TEN WILL HANDLE THE NEW APPLIANCES FOLKS INTEND TO BUY!
HAVE YOUR ELECTRICAL CONTRACTOR FILL OUT ONE OF THESE HOUSEPOWER RATING CHARTS. THEN HE WILL GIVE YOU AN ESTIMATE ON THE COST OF BRINGING YOUR WIRING UP-TO-DATE
"WE DECIDED THEN AND THERE TO FOLLOW HIS ADVICE. AND THE WIRING JOB WASN'T EXPENSIVE CONSIDERING THE CONVENIENCE OF BEING ABLE TO TAKE ADVANTAGE OF ALL THE NEW APPLIANCES FOR MODERN ELECTRICAL LIVING. ALSO IT ADDS A GREAT DEAL TO THE VALUE OF OUR HOUSE SHOULD WE EVER WANT TO SELL. WE'RE MIGHTY GLAD WE HAD IT DONE"
"WHEN OUR DAUGHTER MARRIED ED, THEY GOT THE BENEFIT OF OUR EXPERIENCE WHILE THEY WERE BUILDING THEIR NEW HOME. FULL HOUSEPOWER IS CERTAINLY MOST IMPORTANT. WE'RE LIVING IN AN ELECTRICAL AGE AND WE MUST BE WIRED FOR IT"
IT'S A LOVELY HOUSE—EVERYTHING IS SO CONVENIENT AND AUTOMATIC. HOUSEWORK IS GOING TO BE A JOY HERE—NEVER A CHORE!
HOW'S YOUR WIRING?
OH, ED TOOK CARE OF THAT. HE MADE SURE THE CONTRACTOR SPECIFIED SUFFICIENT WIRING TO PROVIDE FULL HOUSEPOWER FOR ALL OUR ELECTRICAL NEEDS FOR YEARS TO COME

PRODUCED FOR ALLIS-CHALMERS BY JOHNSTONE & CUSHING, 292 MADISON AVE, NYC 17

THESE TROUBLES INDICATE YOUR HOME NEEDS MORE

**HOUSEPOWER!**

Trade Mark

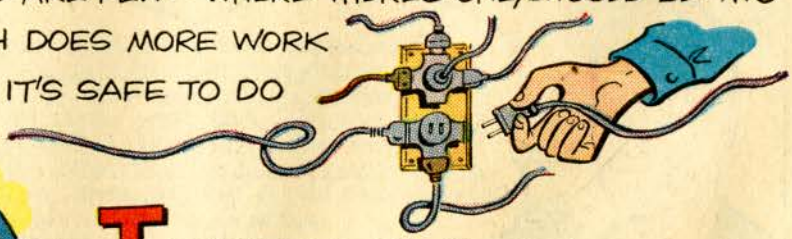
YOU MUST HAVE ADEQUATE WIRING IF YOU WANT TO LIVE BETTER...*ELECTRICALLY!*

WHEN FUSES BLOW

...OR TOASTER'S SLOW

YOUR IRON WON'T HEAT ...THE LIGHTS SEEM LOW

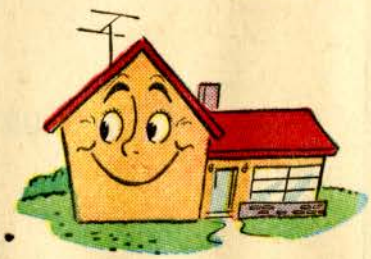
THE "VAC" WON'T VAC...THE PICTURES SHRINK AND ALL APPLIANCES SEEM ON THE BLINK—

WHEN OUTLETS ARE FEW—WHERE THERE'S ONE, SHOULD BE TWO SO EACH DOES MORE WORK THAN IT'S SAFE TO DO 

THE WAFFLE IRON'S NEW— ...BUT THE WAFFLE'S AREN'T NICE...

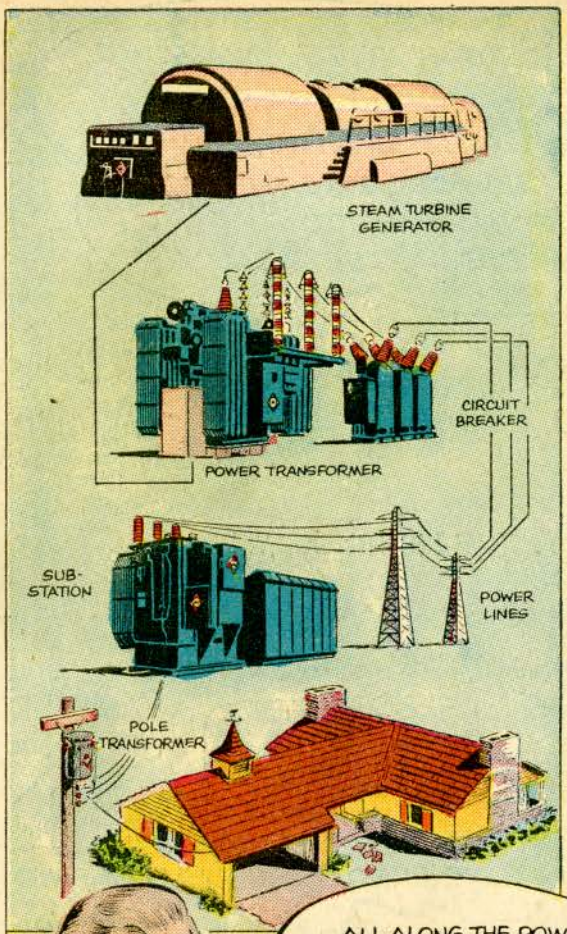
***THE WIRING'S AT FAULT—HEED THIS TIMELY ADVICE...***

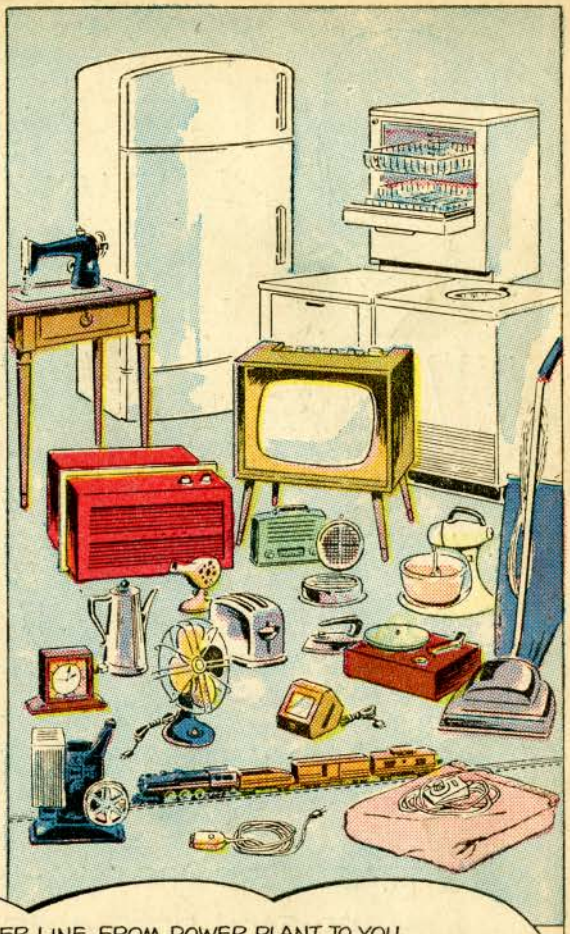
**CALL YOUR ELECTRICAL CONTRACTOR... GIVE HIM A RING...**



**YOUR HOUSE IS IN NEED OF MORE WIRING!**

PREPARED AS A PUBLIC SERVICE BY ALLIS-CHALMERS COMMITTEE ON ADEQUATE WIRING



ALL ALONG THE POWER LINE, FROM POWER PLANT TO YOU, MODERN EQUIPMENT...LIKE THESE ALLIS-CHALMERS UNITS SHOWN ABOVE—BRINGS AN ABUNDANT FLOW OF LOW-COST ELECTRIC POWER RIGHT TO YOUR HOUSE. FROM THERE IT'S UP TO YOU TO ASSURE ADEQUATE WIRING FOR ENOUGH HOUSEPOWER TO LIVE BETTER... *ELECTRICALLY*. CALL AN ELECTRICAL CONTRACTOR TO GIVE YOU A HOUSEPOWER RATING. IMPROVEMENTS CAN USUALLY BE MADE QUICKLY AND WITH LITTLE DISTURBANCE TO YOUR DAILY LIVING ROUTINE!

A-C

YOU'LL LIVE BETTER ELECTRICALLY— WITH FULL HOUSEPOWER!

HUNTER 6-5253 HUNTER 6-5257

PAUL R. KRAUS

REGISTERED ELECTRICIAN

NEW AND OLD WIRING - REPAIRING

WALTERS ROAD ALLISON PARK PA

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